

ALAMO ARCHITECTS / DIRECTOR OF MARKETING

www.alamoarchitects.com

LOCATION | San Antonio, Texas

REPORTS TO | Principals

EXTENT OF JOB | Under the general direction of firm leadership, Director plans and coordinates all marketing activities of the firm. Responsibilities involve:

- Developing and executing a marketing plan
- Conducting market research on target markets
- Coordinating and overseeing all other marketing efforts

SPECIFIC DUTIES

Planning | Developing and executing a Marketing Plan for both long-range goals and near-term objectives, as well as a developing and executing a corresponding marketing budget. The Marketing Plan is to be developed in coordination with the Principals and the Marketing and Business Development Committee and is to be integral to the firm's Brand Identity.

Targeting | Establish and track for each applicable market sector, specific performance goals for the subsequent twelve months.

Lead Developing | Develop, maintain, and screen lists of leads/prospects.

Strategy Development | Develop strategies for cultivating prospects and obtaining work based on the goals of the Marketing Plan. Take primary responsibility for coordinating Requests for Qualifications, Proposals, and response strategy.

Public Relations | Develop a plan for appropriate public relations activities that support the firm's marketing program and emphasize the firm's Brand Identity.

Research | Keep abreast of issues and current trends in the marketplace and the profession likely to affect the firm and its marketing activities

REQUIREMENTS OF THE POSITION

- Bachelor's degree or higher in a related field
- Proven record of success in marketing and business development for A/E firms or other creative industries.
- Creative problem solver and strategic thinker
- Excellent written and oral communication skills
- Project and budget management ability
- Experience with digital, print, social media, and other marketing platforms

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CONTACT: No phone calls please. Kindly submit resume to beth@alamoarchitects.com

ABOUT OUR FIRM:

ALAMO ARCHITECTS is a multidisciplinary firm, providing architectural design, planning, and interior design services, specializing in institutional, educational, multifamily and retail architecture, as well as master planning and project management for complex integrated urban projects. Established in 1984, and known for design that is functional, beautiful and innovative, Alamo Architects' approximately 56 professionals work from their sole office location at the southern edge of downtown San Antonio.